



WPTV

ORDER

Print Date 11/21/12

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Flight Dates 10/01/12-10/07/12

Contract / Revision 311061 /

Original Date / Revision
09/13/12 10/03/12

Advertiser Bogdanoff / Republican / Se

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314Product
Ellyn Bogdanoff Campaign

Agency Com 15%

Billing Contact

919 Prince Street
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 463

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	32	\$11,938.25	\$14,045.00	0.00
Totals	32	\$11,938.25	\$14,045.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/07/12	32	\$11,938.25	\$14,045.00

Hiatus Dates: 09/11/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/01/12	10/07/12	M-F 6-7a M-F 6-7a	CM	6-7a	1111---	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	1111---		4		\$500.00		0.00					
N 2	WPTV	10/01/12	10/07/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	1111--		5		\$500.00		0.00					
N 3	WPTV	10/01/12	10/07/12		CM	9-10a	1-11---	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00



Order Sep 00:20:00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1- 11- - -	3		\$550.00		0.00						
N 4	WPTV	10/01/12	10/07/12	M-F 10-11a	CM	10-11a	11- - 1- -	:30	3	\$150.00	P-3	0.00	NM	2	\$300.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	11- - 1- -	3		\$150.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WPTV	10/01/12-10/07/12		M-F 10-11a	10-11a		MT- - - F- - - -	:30		(\$150.00)		0.00	NM		
See MG 7.4,7.5,7.6 [lur]															
N 5	WPTV	10/01/12	10/07/12	M-F 12-1pm	CM	12-1p	1111- - -	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1111- - -	4		\$135.00		0.00						
N 6	WPTV	10/01/12	10/07/12	M-F 5-530p	CM	5-530p	111- - - -	:30	3	\$585.00	P-3	0.00	NM	3	\$1,755.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	111- - - -	3		\$585.00		0.00						
N 7	WPTV	10/01/12	10/07/12	M-F 530-6p	CM	530-6p	- - 111- -	:30	3	\$500.00	P-3	0.00	NM	3	\$1,650.00
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - 111- -	3		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/01/12-10/07/12		M-F 530-6p	530-6p		- - WThF- - - -	:30		(\$500.00)		0.00	NM		
See MG 7.4,7.5,7.6 [higher rate]															
2	WPTV	10/01/12-10/07/12		M-F 530-6p	530-6p		- - WThF- - - -	:30		(\$500.00)		0.00	NM		
See MG 7.4,7.5,7.6 [higher rate/lur]															
3	WPTV	10/01/12-10/07/12		M-F 530-6p	530-6p		- - WThF- - - -	:30		(\$500.00)		0.00	NM		
See MG 7.4,7.5,7.6 [higher rate]															
4	NPTV	10/01/12-10/07/12		Notre Dame	12p-11p		(7:30 PM-11:00 - - - - - SaSu	:30		\$600.00		0.00	NM		
Ⓜ MG for 4.3,7.3,7.2,7.1															
5	NPTV	10/01/12-10/07/12		Friday Prime C	10-11p		- - - - - F- - - -	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 4.3,7.3,7.2,7.1															
6	NPTV	10/01/12-10/07/12		SA 5-6am News	5-6a		- - - - - Sa- -	:30		\$50.00		0.00	NM		
Ⓜ MG for 4.3,7.3,7.2,7.1															
N 8	WPTV	10/01/12	10/07/12	M-F 11-1135p	CM	11-1135p	11- 1- - -	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	11- 1- - -	3		\$600.00		0.00						
N 9	WPTV	10/01/12	10/07/12	Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sa 8-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - - - - S-	1		\$300.00		0.00						
N 10	WPTV	10/01/12	10/07/12	Sa 6p	CM	6-630p	- - - - - S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- - - - - S-	1		\$350.00		0.00						



WPTV

Print Date: 11/21/12

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Contract / Revision **311061** Flight Dates **10/01/12-10/07/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/13/12/ 10/03/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **463**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WPTV	10/01/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
N12	WPTV	10/01/12	10/07/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$250.00		0.00			
N13	WPTV	10/01/12	10/07/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00			
Totals														32	\$14,045.00